

LEO BURNETT COMPANY, Inc.

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Grow along with us

Philip Morris brands continue to pace the industry in sales through the first quarter of 1970. Marlboro, Benson & Hedges, and Virginia Slims are all up—with individual packings gaining as much as 20%. And new Parliament 100's and Multifilter are headed for a high

level of sales. These figures would be even higher (for you, too) if all these prime-moving packs were in stock, all the time. Pass the word to whoever is doing the ordering.

Philip Morris U.S.A.

